THE FEDERAL RESERVE BANK OF ATLANTA

Supply & Demand

How do markets determine prices?

MICROECONOMICS

Law of Supply

There is a direct, or positive, relationship between the price of a good or service and the quantity supplied of that good or service.

Price = P   Qs = Quantity supplied

↑P → ↑Qs

↓P → ↓Qs

Law of Demand

There is an inverse or negative relationship between the price of a good or service and the quantity demanded of that good or service.

Price = P   Qd = Quantity demanded

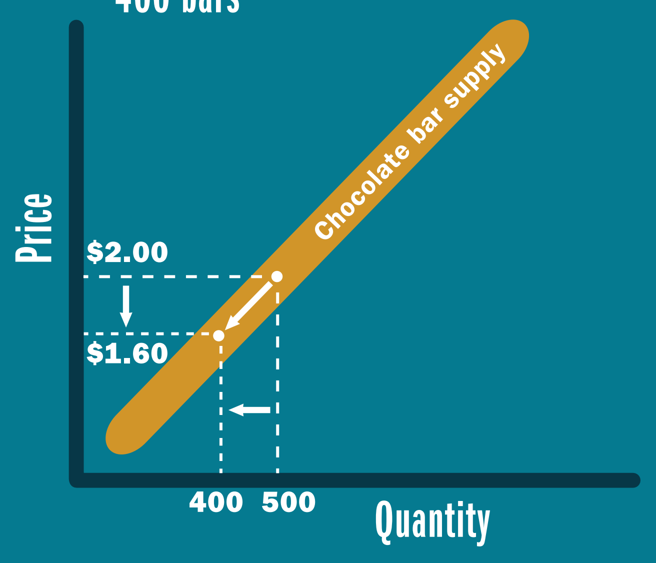
↑P → ↓Qd

↓P → ↑Qd

Chocolate Bar Supply Curve

If P↓ from $2.00 to $1.60

Then Qs↓ from 500 to 400 bars



Chocolate Bar Demand Curve

If P↓ from $2.00 to $1.60

Then Qd↑ from 100 to 200 bars.

Determinants of Supply

Δ Input prices

Δ Technology

Δ Number of sellers

Δ Producer expectations

Δ=Change

Determinants of Demand

Δ Income

Δ Prices of related goods

Δ Number of buyers

Δ Consumer expectations

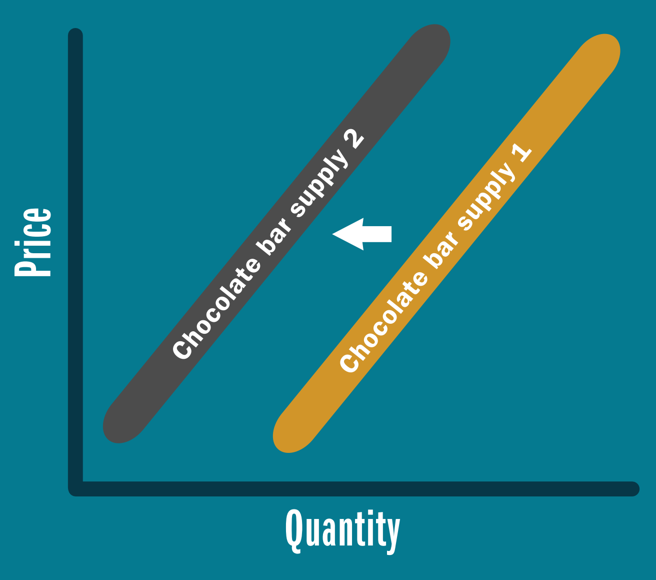
Δ=Change

Shifting the Supply Curve

Δ Cost for factors of production

↑P of cocoa and sugar

Supply↓ and shifts left from S1 to S2

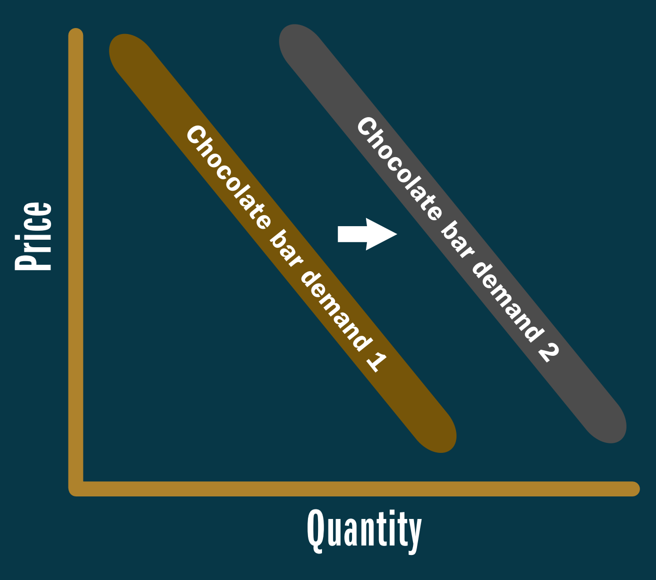


Shifting the Demand Curve

Δ Price of complementary goods

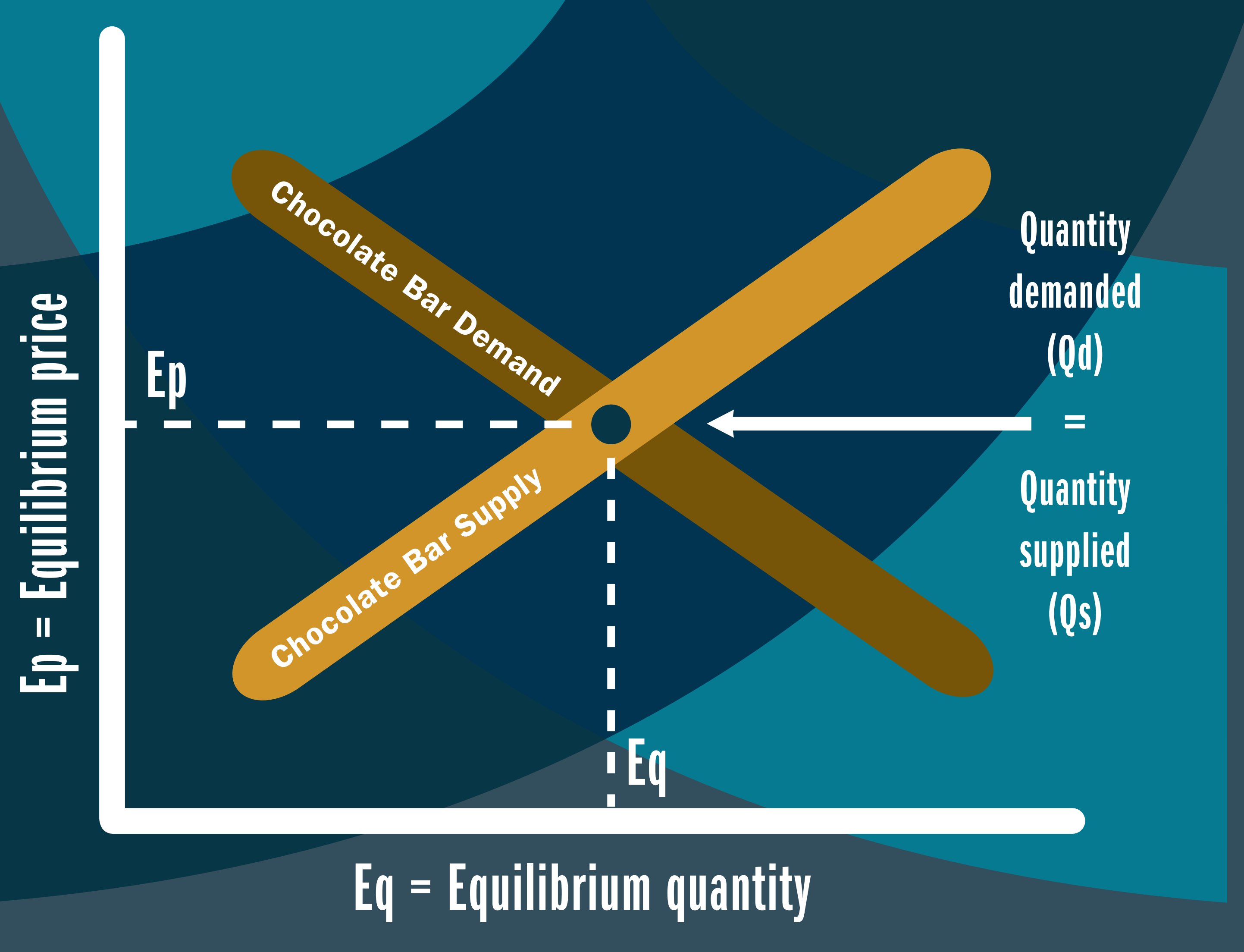
↓P for graham crackers and marshmallows

Demand↑ and shifts right from D1 to D2



Market Equilibrium

When a market is in equilibrium, the quantity demanded equals the quantity supplied at the price that clears the market. This is the equilibrium price.



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